

Formation & Certification • ESB

Entrepreneurship and Small Business (ESB)

Certification internationale de référence pour les créateurs et gestionnaires de petites entreprises. Elle couvre l'ensemble du cycle entrepreneurial : de l'idée au business plan, de l'organisation interne au marketing, jusqu'à la gestion financière et à la croissance de l'activité.

Distributeur officiel Certiport

Centre d'examen Certiport

Learn • Practice • Certify

Durée 13h	Examen (ESB – Original)
Modalité Distanciel	Niveau Fondamental / Entrepreneur débutant à intermédiaire

INSCRIPTION / RÉSERVATION



Je m'inscris
maintenant

- **Learn** : Ressources complètes pour apprendre les bases de l'entrepreneuriat, du marketing et de la gestion.
- **Practice** : Entraînement sur les objectifs officiels ESB avec cas pratiques, quiz et simulations.
- **Certify** : passage de la certification internationale Entrepreneurial and Small Business (ESB), délivrée par Certiport.

OBJECTIFS PÉDAGOGIQUES

- Comprendre le rôle et l'état d'esprit d'un entrepreneur.
- Identifier et analyser des opportunités d'affaires viables.
- Élaborer un business plan et choisir la structure juridique.
- Maîtriser les bases du marketing, des ventes et de la gestion financière.

PUBLIC CIBLE

- Étudiants, diplômés et jeunes porteurs de projets souhaitant créer leur entreprise.
- Créateurs et dirigeants de TPE / petites entreprises.
- Personnes en reconversion vers l'entrepreneuriat.
- Apprenants en écoles de commerce, centres de formation et universités.

PRÉREQUIS

- Aucun prérequis technique ou financier obligatoire.
- Intérêt pour la création d'entreprise ou la gestion d'une petite structure.

PROGRAMME DE LA FORMATION – DÉTAILLÉ

The Entrepreneur

Identify the characteristics of entrepreneurs

- Identify the characteristics of entrepreneurs.

Self-assessment and entrepreneurial profile

- Given a scenario including a self assessment outcome, identify the strengths, weaknesses, and risk tolerance the self-assessment identifies and how to compensate with services.

Recognizing a business opportunity

- Given a scenario, recognize a business opportunity.

Risks, benefits and drawbacks

- Identify the risks, benefits, opportunities, and drawbacks of being an entrepreneur.

Opportunity Recognition

Types of opportunities

- Identify the benefits and drawbacks of different types of opportunities (e.g., start a new business, buy an existing business, and buy a franchise).

Market demand and environment

- Given a scenario, analyze the demand for the goods or service and opportunities in an environment.

Customers and potential customers

- Given a scenario, identify the customers or potential customers for a business.

Value proposition

- Given a scenario, recognize a value proposition.

Starting a Business

Business plan

- Identify the purposes and value of a business plan.

Legal structures

- Identify the appropriate legal structure, benefits and drawbacks for different legal structures for a business.

PROGRAMME DE LA FORMATION – DÉTAILLÉ

Licenses and regulations

- Given a scenario, identify different types of licenses and regulations that are required.

Start-up funding sources

- Identify the benefits and drawbacks of various sources of start-up funding: Equity (friends/family, angels, venture), Debt (bank, credit cards, personal loans), and Grants (government, foundation, corporate).

Support ecosystem

- Given a scenario, identify support that is available for the business on a local, state, and federal level.

Ethics and social responsibility

- Identify the ethical practices and social responsibilities of a business.

Exit strategies

- Identify potential exit strategies for a business.

Business Operations

Human capital and key positions

- Given a scenario, identify key positions and human capital needs (including compensation and benefits).

Make or buy – internal vs external resources

- Given a scenario, determine whether work can be completed by the owner or whether employees or service providers are needed.

Taxes

- Given a scenario, identify the taxes that are required.

Intellectual property

- Given a scenario, identify intellectual property issues of trademarks, copyrights, and patents.

Standard operating procedures (SOP)

- Given a scenario, identify standard operating procedures (e.g., setup, conduct, internal controls, separation of duties).

PROGRAMME DE LA FORMATION – DÉTAILLÉ

Sustainability factors

- Given a scenario, identify the factors that led to sustainability.

Milestones and growth strategy

- Given a scenario, identify milestone as part of a growth strategy.

Marketing and Sales

Sales strategy

- Given a scenario, develop a sales strategy and identify characteristics of a successful sale.

Customer acquisition

- Given a scenario, identify and analyze the costs/benefits of finding customers.

Customer retention

- Given a scenario, identify how to retain customers and develop a relationship with repeat customers.

Communication and promotion

- Given a scenario, determine value and methods of communication including: web sites, brochures, social media, and advertising.

Financial Management

Financial statements

- Given a scenario, interpret basic financial statements such as income statements and balance sheets.

Credit and credit rating

- Given a scenario, identify the factors that influence credit ratings and the importance of a positive credit rating.

Fixed vs variable costs

- Given a list of expenses, identify which are fixed versus variable.

Pricing

- Given a scenario, identify the factors that impact the price to the customer.

PROGRAMME DE LA FORMATION – DÉTAILLÉ

Cash flow

- Given a scenario, identify and analyze cash flow including accounts receivable, accounts payable, inventory, and debt.

Cash flow budget

- Given a scenario, create a cash flow budget.

Breakeven point

- Given a scenario, identify the breakeven point for the business.